MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2022/2023

BMK 3154 – SEMINAR IN WEB MARKETING

(All sections / Groups)

4 OCTOBER 2023
9 a.m. – 11 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO (2)** printed pages (*including* the cover page).
2. Answer **ALL** questions.
3. All the questions carry equal marks (total 100 marks).
4. Please write all your answers in the Answer Booklet provided.

Answer ALL questions.

Each question carries equal marks. (Total 100 marks)

Question 1

The internet has grown more quickly than any other medium in history. What are the main social/cultural trends that have impacted online exchange via internet?

(25 marks)

Question 2

Search engines are a key means of attracting traffic to a Web site. Describe **TWO (2)** tactics used in search engine marketing (SEM).

(25 marks)

Question 3

The DUCK Group (Duck brand which is narrated by D) was founded by entrepreneur Datin Vivy Yusuf in 2014, and was born out of the love for well-branded scarves, aiming to convey the message that wearing scarves should be a celebrated act among women. Discuss **FIVE (5)** types of paid media their e-marketers team of Duck Group can implement for their marketing campaigns.

(25 marks)

Question 4

There are nine (9) major components needed for effective and efficient customer relationship management (CRM) in e-marketing. Discuss only **FIVE (5)** components of successful CRM.

(25 marks)

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